



Demographic and Socio-Economic Characteristics

March 23, 2016 Workshop

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Introduction

This Chapter of Windham's 2015 Master Plan identifies trends and projections for population, housing, and other demographic and socio-economic characteristics of the town. Population and housing unit changes from 2000 to 2015, and future projections to 2035 are included. This chapter provides the necessary background information and data to support the other chapters of the master plan.

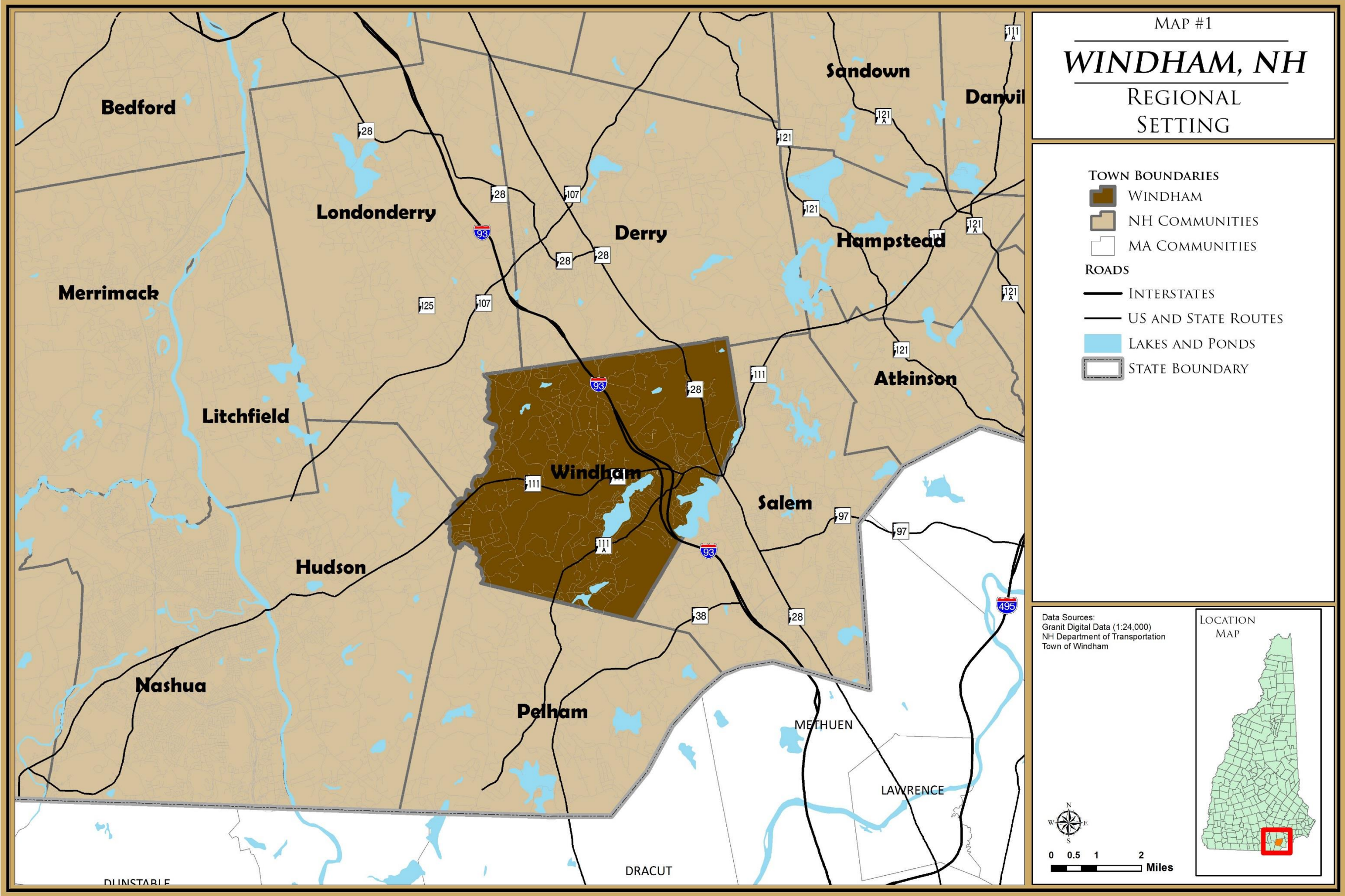
Surroundings

The Town of Windham has been growing at a steady rate since 1970. Among its adjacent neighbors, the Town of Windham is currently the fastest growing community with an increase of 31.6 percent between 2000 and 2014. See Table 1 and following Regional Settings Map - Map No# 1. The Town of Windham is also the fifth largest community in population size among the adjacent towns of Derry, Salem, Hudson and Londonderry.

Table 1: Profile of Windham vs. Surrounding Towns

Profile of Windham vs. Surrounding Towns				
Adjacent Municipalities	Land Area (Sq. Miles)	Population Est. (2000)	Population Est. (2014)	% Change 2000-2014
Derry	35.6	34,021	32,960	-3.1%
Hudson	28.3	22,928	24,668	7.6%
Londonderry	42	23,236	24,305	4.6%
Pelham	26.4	10,914	13,069	19.7%
Salem	24.7	28,112	28,611	1.8%
Windham	26.8	10,709	14,088	31.6%
Municipalities of Similar Demographics	Land Area (Sq. Miles)	Population Est. (2000)	Population Est. (2014)	% Change 2000-2014
Amherst	34.2	10,769	11,269	4.6%
Atkinson	11.4	6,178	6,728	8.9%
Bedford	33.1	18,274	21,824	19.4%
Chester	26	3,792	4,818	27.1%
Hampstead	14	8,297	8,555	3.1%
Hollis	31.8	7,015	7,722	10.1%
Rockingham Co.	795.1	277,359	298,573	7.7%

Source: U.S. Census; Office of Energy and Planning



Population Growth

As shown in Table 2 and Figure 1, population growth in Windham has maintained a steady climb, increasing from 5,664 people in 1980 to 14,088 people in 2014. Windham's population today is an estimate provided by the New Hampshire Office of Energy and Planning (NHOEP). As shown in Table 2, the Town of Windham's population growth between 1980 and 2014 (149%), and more recently between 2000 and 2014 (32%), exceeded the growth of adjacent communities.

Table 2: Population

Population Trends									
Adjacent Municipalities	1980	1990	2000	2010	2014	% Change 1980-2014	% Change 2000-2014	Land Area (Sq. Miles)	Persons Per Sq. Mile (2014)
Derry	18,875	29,603	34,021	33,109	32,960	75%	-3%	35.6	926
Hudson	14,022	19,530	22,928	24,467	24,668	76%	8%	28.3	872
Londonderry	13,598	19,781	23,236	24,129	24,305	79%	5%	42	579
Pelham	8,090	9,408	10,914	12,897	13,069	62%	20%	26.4	495
Salem	24,124	25,746	28,112	28,776	28,611	19%	2%	24.7	1158
Windham	5,664	9,000	10,709	13,592	14,088	149%	32%	26.8	526
Municipalities of Similar Demographics	1980	1990	2000	2010	2014	% Change 1980-2014	% Change 2000-2014	Land Area (Sq. Miles)	Persons Per Sq. Mile (2014)
Amherst	8,243	9,068	10,769	11,201	11,269	37%	5%	34.2	330
Atkinson	4,397	5,188	6,178	6,751	6,728	53%	9%	11.4	590
Bedford	9,481	12,563	18,274	21,203	21,824	50%	19%	33.1	659
Chester	2,006	2,691	3,792	4,768	4,818	140%	27%	26	185
Hampstead	3,785	6,732	8,297	8,523	8,555	126%	3%	14	611
Hollis	4,679	5,705	7,015	7,684	7,722	65%	10%	31.8	243
Rockingham County	190,345	245,845	277,359	295,223	298,573	57%	8%	795.1	376

Source: U.S. Census; Office of Energy and Planning and SNHPC

The NHOEP recognizes that some communities have established population figures based on their own enumeration (census) efforts and that these local efforts can render highly accurate results. Many of the data used to calculate the NHOEP estimates were collected by local governmental units for purposes other than accounting for population change. The NHOEP strongly recommends that their estimates not be compared on a year-to-year basis. It is likely that if NHOEP staff were to estimate any one municipality on an individual basis, the resulting estimate would be different than the one contained herein.

Windham put a census into place in the 1980's, which has been significantly improved especially beginning in 2014 with a new software system. Property owner lists are updated periodically and on a daily basis, property owners are asked to validate their residency information when they conduct any business at the Town Clerk's office. Once a new family or resident comes in they are checked between the property list, proper

documentation, and then their information is updated. Prior residents that moved are taken out of the database. In addition to property owners updating the census daily, the Clerk's office works closely with the State Election database, the State Vitals data for births and deaths, and the School District also sends us their lists for each school to cross check records.

Windham's Town census data shows our population is 16,100 as of 2015.

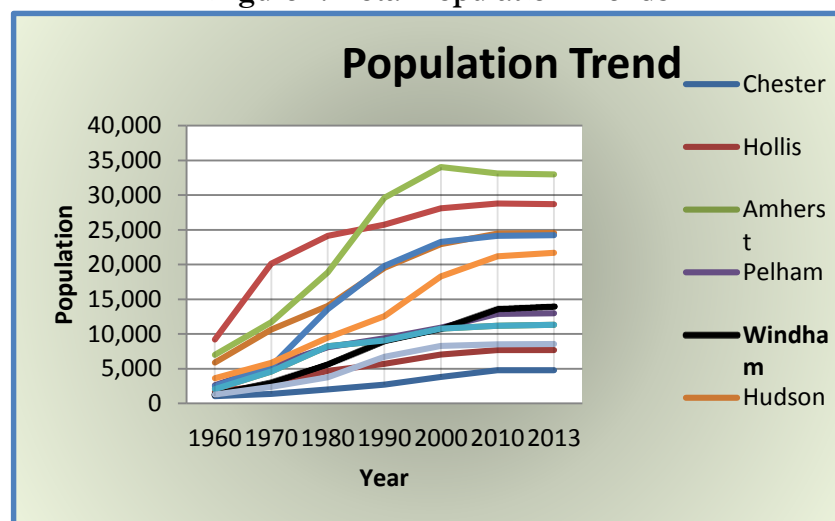
As shown below under Future Population Growth section, The Southern NH Planning Commission bases their projections for Windham upon a historic annual compound growth rate of 0.84% and continuing growth anticipated as a result of the completion of the I-93 widening project. Also using the Cohort Component Method, which uses actual births and deaths, survival rates and projected net migration.

If we use the same methodology, Windham will have 16,787 residents by 2020. 17,504 by 2025. And 18,252 by 2030 which represents an increase from current population of 13.5% over the coming 15 years.

This represents 2,240 more people than estimated by the SNHPC based on 0.84% compound growth rate, and 12% greater end population in the year 2050.

The TRUE population of Windham (16,100) should be regarded as the starting point for calculating annual growth in our community. The NHOEP themselves direct us not to compare their estimates on a year to year basis. Our Town census is continually improved and checked for accuracy regularly.

Figure 1: Total Population Trends



Source: U.S. Census; NH Office of Energy and Planning and SNHPC

Future Population Growth

The SNHPC has projected that the Town of Windham's population may increase based upon a historic annual compound growth rate of 0.84 percent and continuing growth anticipated as a result of the completion of I-93 widening project from Massachusetts to Manchester, NH. The projections utilize the Cohort Component Method, which uses actual births and deaths, survival rates, and projected net migration.

Population Projections		
Year	Population Est.	% Chg. From 2015
2015	16,100	NA
2020	16,787	4.5%
2025	17,504	9%
2030	18,252	13.5%
2035	19,031	18%
2040	19,884	22.5%
2045	20,691	27%
2050	21,575	34%

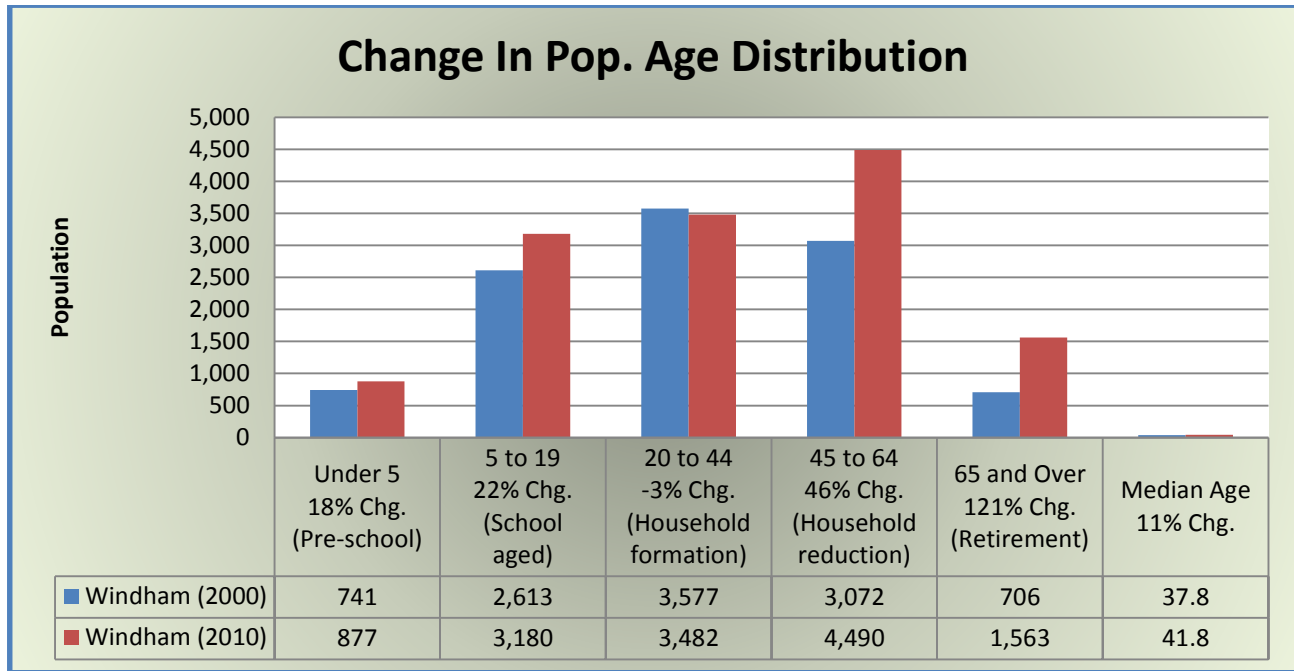
Source: Town of Windham census, 2015

SNHPC projected four possible net migration outcomes: high, middle, low and historic average. The most probable of the four was selected to generate the final projections shown in Table 3. This was coordinated with the Windham Community Development Department staff. While the middle projection was selected for years 2010-2040, and the low projection was selected for years 2045-2050, these projections do not take into account growth and development outside of the Town of Windham, such as the proposed Woodmont Commons PUD in Londonderry; the potential for public water and sewer services in Windham in the future; and future zoning changes.

Age and Race

The Town of Windham's median age, as of the 2010 Census, is currently 41.8, which is slightly higher than the median age of 37.8 reported for Windham, by the 2000 Census (see Figure 2). The largest age group in Windham is currently 45 to 64 years, representing approximately 25 percent of Windham's population. The second largest age group is 20 to 44, which represents about 20 percent of the town's population. Between 2000 and 2010, there was a significant increase (46%) in the 45 to 65 age cohort. More significantly there was an increase of 121% in the 65 and over age group. In addition, there was an 18 percent increase in pre-school aged children (Under 5) and a 22 percent increase in school aged children (5 to 19 years old). Currently, Windham's age distribution closely matches Rockingham County (see Table 4).

Figure 2: Change in Population Age Distribution



Source: 2010; 2000 U.S. Census Data; NH Office of Energy and Planning

The Town of Windham's population, as reported by the 2010 Census, consists primarily of 95.15 percent White; 2.8 percent Asian; 1.6 percent Hispanic or Latino; and 1.05 percent containing two or more races. Generally, the community has experienced a slight decrease in its White population and a small increase in its Asian population, but overall Windham has maintained the same racial characteristics over the years. As shown in Table 5, Windham's racial characteristics are almost identical to Rockingham County.

Table 5: Population by Race

Population Race				
Year	White	Asian	Hispanic or Latino	Two or More Races
Windham (2010)	12,934	392	218	144
Percent of Population (2010)	95.15%	2.80%	1.60%	1.05%
Percent of Population (2000)	96.90%	1.60%	1.00%	1.00%
Rockingham County (2010)	281,966	4943	6,142	4,054

Percent of County Population (2010)	95.50%	1.67%	2.08%	1.37%
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Source: 2000 and 2010 U.S. Census Data

Educational Attainment

A total of 96.4 percent of Windham's population are high school graduates and 53.9 percent of the town's population has a Bachelor's degree or higher (US 2010 Census). This compares to 94.1 percent of Rockingham County's population with a high school degree or higher and 37.2 percent of the population with a Bachelor's degree or higher (see Table 6).

**Table 6: Educational Attainment Percent of Population,
Town of Windham & Rockingham County**

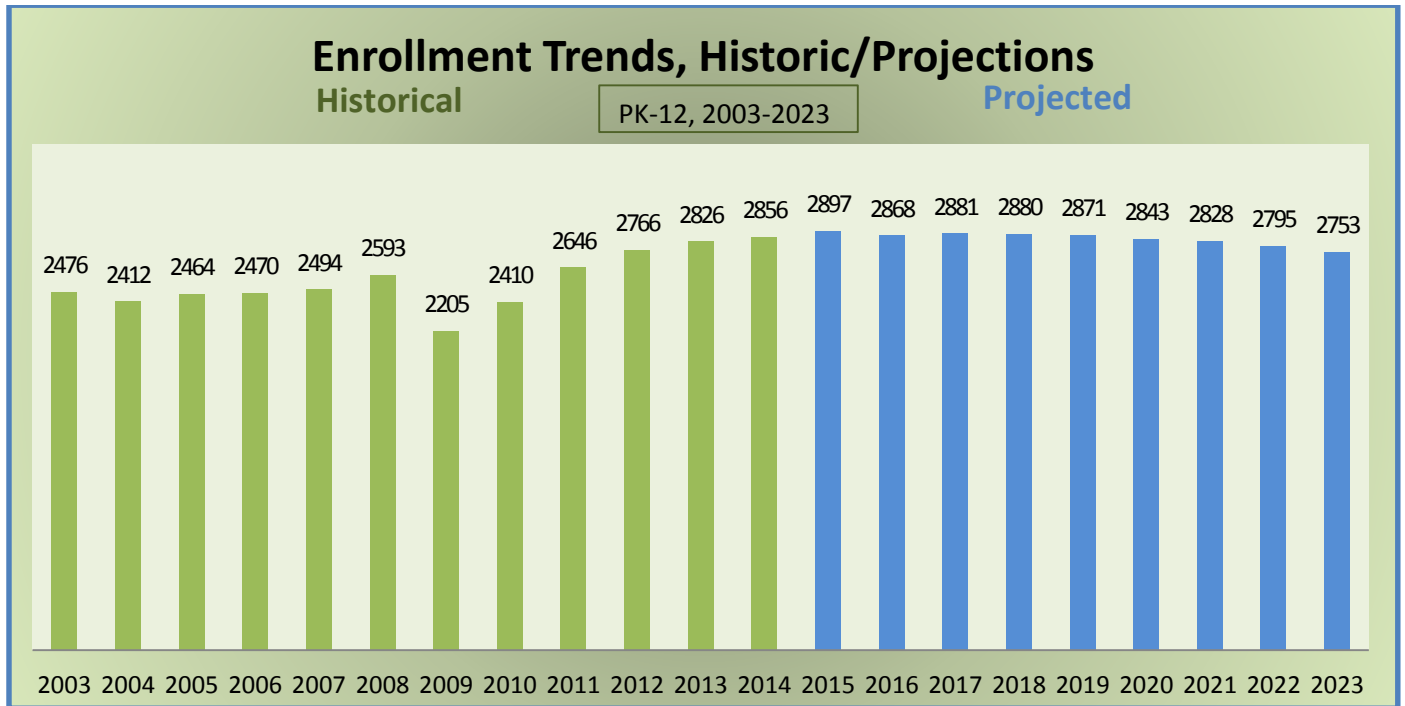
Windham		Rockingham Co.	Total
Pop 25+	9,170	Pop Age 25+	206,861
Less than 9th Grade	1.10%	Less than 9th Grade	1.60%
9th to 12th grade, no diploma	2.50%	9th to 12th grade, no diploma	4.40%
High school graduate (includes equivalency)	19.30%	High school graduate (includes equivalency)	28.00%
Some college, no degree	14.80%	Total	19.20%
Associate's degree	8.30%	Associate's degree	10.10%
Bachelor's degree	31.50%	Bachelor's degree	23.50%
Graduate or professional degree	22.40%	Graduate or professional degree	13.20%
Percent high school graduate or higher	96.40%	Percent high school graduate or higher	94.00%
Percent bachelor's degree or higher	53.90%	Percent bachelor's degree or higher	36.70%

Source: 2008-2012 NH Employment Security

School Enrollment

Windham's enrollment increased from 2,476 students in 2003 to 2,593 students in 2008. The drop in enrollment from 2009 to 2010 was due to Windham's high school students attending Salem High School during the phased construction of Windham High School. Since 2012, enrollment trends have continued to increase from historical levels and are projected to plateau and trend slightly downward after 2018 to prior historical levels (see Figure 3). Refer to the Appendix at the end of this chapter to view Windham's school enrollment trends by grade year.

Figure 4: Total School Enrollment 2003-2023



Source: New England School Development Council, 2016 Windham School Board

Housing

According to the online assessing database, there are currently (as of February 2015) a total of 5,318 housing units in the Town of Windham (see Table 7). A total of 4,212 of these units, or 79.3 %, are single-family detached homes. There are currently 650 single-family attached housing units, primarily condominiums in Windham, representing 12.43 percent of all units. There is one manufactured home in Windham (see Table 7). Most of the housing units in Windham are new and were built between 1970 and 2015 (see Table 8).

Table 7: Housing Units

2014 Housing Units	Structures	Units	Percent
Single Family Units	4,215	4,215	79.3%
Multifamily Homes (4+)	2	16	.3%
Three-family Homes	5	15	.3%
Two-family Homes	15	30	.6%
55+ Condos	243	243	4.6%

Residential Condos	396	396	7.4%
Seasonal Homes	215	215	4%
Single Family/Accessory Apartments	94	188	3.5%
Total	5,185	5318	100%

Source: Windham Town Assessors Database February 2015

Table 8: Housing Unit Structures (Year Built)

Housing Unit Structures		
Year Built	Number	Percent
Total housing units (2012)	5,051	100%
Built 2010 to 2012	18	0.40%
Built 2000 to 2009	1,201	23.80%
Built 1990 to 1999	684	13.50%
Built 1980 to 1989	1,038	20.60%
Built 1970 to 1979	998	19.80%
Built 1960 to 1969	406	8.00%
Built 1950 to 1959	212	4.20%
Built 1940 to 1949	50	1.00%
Built 1939 or earlier	444	8.8%

Source: 2012 Estimate U.S. Census

Table 9: Housing Occupancy

HOUSING OCCUPANCY		
	Numeric	Percent
Occupied housing units	4,866	100%
Owner-occupied	4,521	92%
Renter-occupied	345	7%

According to the latest American Community Survey (ACS), US Census data as of 2013, a total of 4,521 (93%) of housing units in Windham are owner occupied and 345 (7%) are renter occupied. The average household size of an owner occupied home is 2.92, as compared to a renter occupied unit where the average household size is 2.19 persons, according to American Community Survey Census Data. According to the community-wide Master Plan Survey, 33 percent of respondents indicated that they have lived in Windham between 11 and 20 years and 39 percent of respondents plan to stay in Windham for more than 20 years.

Figure 5: Owner Occupied Housing Value

According to the New Hampshire Housing and Finance Authority data, the median purchase price of single-family housing in Windham increased in value from \$182,500 in 1990 to \$430,000 in 2013 (see Table 10). At the same time, the median purchase price of all housing in Windham increased from \$182,500 to \$366,900 from 1990 to 2013 (year by year percent changes reflected in Appendix).

Table 12: Mean and Median Purchase Price Trends Windham & Surrounding Towns

Mean and Median Purchase Price Trends				
Adjacent Municipalities	2003 Median	2013 Median	Percent Change 2003-2013	2013 Mean
Derry	\$224,900	\$200,500.00	-10.80%	\$212,158.50
Hudson	\$227,601	\$250,000.00	9.80%	\$256,612.16
Londonderry	\$251,000	\$260,000.00	3.60%	\$261,870.16
Pelham	\$354,933	\$305,000.00	-14.10%	\$313,270.37
Salem	\$270,000	\$255,000.00	-5.60%	\$281,335.92
Windham	\$380,000	\$366,900.00	-3.40%	\$409,258.80
Municipalities of Similar Demographics	2003 Median	2013 Median	Percent Change 2003-2013	2013 Mean
Amherst	\$299,000	\$280,000.00	-6.40%	\$299,142.79
Atkinson	\$295,000	\$261,533.00	-11.30%	\$317,983.09
Bedford	\$359,000	\$377,000.00	5%	\$419,997.64
Chester	\$337,000	\$305,000.00	-9.05%	\$298,384.33
Hampstead	\$320,000	\$259,300.00	-19%	\$268,260.11
Hollis	\$362,500	\$405,000.00	11.70%	\$438,505.08
Rockingham Co.	\$265,000	\$255,000.00	4%	\$307,774.17

Source: 2013, 2000 NHHFA Purchase Price Database,
NH Dept. of Revenue

Among surrounding and similar towns, the median home purchase price in Windham is valued at \$366,900, which is second highest to Hollis at \$405,000 among the municipalities shown in Table 12. Windham has experienced a slight decrease (3.5%) in its median purchase price since 2003, dropping from a median purchase price of \$380,000 (see Table 12).

According to the dwelling unit projections prepared by the SNHPC (assuming historic annual rates of growth between 2010 and 2015), the total number of dwelling units in Windham is anticipated to increase from 5,146 units in 2010 to 7,416 units in 2050 (see Table 13). This projection does not take into account the possibility of the expansion of Pennichuck water service within the community, the creation of public water and/or sewer, or changes to the town's Zoning Ordinance. Nor does this projection take into consideration the possibility of Build out as assessed by the 2010 Rockingham Planning Commission CTAP Study. The Dwelling Unit projections provided by SNHPC are based on the annual average of the past 40 years of Building Permits issued (1970-2009)

For Windham, the annual average of net dwelling unit increase used in the projection was 63. A total net dwelling unit increase of 50 was used for 2045 and 2050 to reflect limited developable land. These assumptions were coordinated through the Windham Community Development Department staff.

Table 13: Dwelling Unit Projections

Windham Dwelling Unit Projections	Dwelling Units	Percent Chg.
2010	5164	
2015	5477	6%
2020	5790	6%
2025	6103	5%
2030	6416	5%
2035	6666	4%
2040	6916	4%
2045	7166	4%
2050	7416	3%
Projected Growth Rate 2010 to 2020	Projected Growth Rate 2010 to 2050	
12.12%	43.61%	

Source: 2010 U.S. Census,
SNHPC Dwelling Unit Projections

Income

Windham's Median Household Income in 2012, according to the NH Economic Labor Information Bureau, is \$118,242. As shown in Table 15, this is the second highest median household income among many towns in the region. The Town of Bedford has the highest median household income at \$128,656. Windham's median household income, median family income and per capita income is provided in Table 16. A total of 1.2 percent of the town's families are below the poverty level.

Table 14: Windham vs. Surrounding Towns, Median Income

Profile of Windham vs. Surrounding Towns, Mean and Median Income			
Adjacent Municipalities	Median Household Income (2000)	Median Household Income (2012)	Percent Change From 2000
Derry	\$49,792	\$68,300.00	25%
Hudson	\$64,169	\$85,500.00	33%
Londonderry	\$70,501	\$90,940.00	29%
Pelham	\$68,608	\$96,852.00	41%
Salem	\$58,090	\$76,779.00	32%
Windham	\$94,794	\$118,242.00	25%
Municipalities of Similar Size	Median Household Income (2000)	Median Household Income (2012)	Percent Chg. From 2000
Amherst	\$893,884	\$113,260.00	219%
Atkinson	\$69,729	\$82,889.00	19%
Bedford	\$84,392	\$128,656.00	52%
Chester	\$68,571	\$108,204.00	58%
Hampstead	\$68,533	\$81,438.00	19%
Hollis	\$92,847	\$102,159.00	127%
Rockingham Co.	\$58,150	\$77,813	34%

Source: NHHEA

Table 15: Windham's Household, Family and Per Capita Income

2012 Income	Population
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Median Household Income¹	\$118,242.00
Median Family Income²	\$130,615.00
Per Capita Income³	\$49,552.00
Households Below Poverty Level⁴	\$1.2%

Source: New Hampshire Economic Labor Information Bureau

Unemployment

Unemployment rates in Windham increased during the heights of the 2001 and 2008 economic downturns. As of 2015, the unemployment rate in Windham returned to an average just under 5%.

Employment

The largest employment industries in Windham are service producing, which produce services such as financial, real estate, banking, etc. Government employment in Windham represents 17.6 percent of local employment (see Table 17). The businesses with the most employees in Windham are identified in Table 18.

Table 17: Average Employment

2012	Average Employment
Goods Producing Industries	305
Service Providing Industries	2,161
Total Private Industry	2,466
Government (Federal, State, and Local)	529
Total, Private plus Government	2,995

¹ **Median Household Income** according to the US Census is the income of the householder and all other individuals 15 years old and over in the household, whether they are related to the householder or not.

² **Median Family Income** is defined as the sum of the income of all family members 15 years and older living in the household. Families are groups of two or more people (one of whom is the householder) related by birth, marriage, or adoption and residing together; all such people (including related subfamily members) are considered as members of one family.

³ **Per Capita Income** is defined as the mean income computed for every man, woman, and child in a particular group. It is derived by dividing the total income of a particular group by the total population.

⁴ **The Census Bureau** uses a set of income thresholds that vary by family size and composition to determine who is in poverty. If the total income for a family or unrelated individuals falls below the relevant poverty household, then the family (and every individual in it) or unrelated individual is considered in poverty.

Source: NH Employment Security ELMIB

Table 18: Large Businesses in Windham 2014

Employers		
Largest employers	Product/Services	Employees
Medicus	Recruitment	125-130*
Shaw's Supermarket	Supermarket	139
Cyr Lumber	Home Improvement	80
Windham Terrace Communities	Assisted living facility	60
AJ Letizio Foods	Food Sales and Marketing	40
AP Daily	Woodworking	40
Park Place Lanes	Bowling alley	38
Warde Supported Residential Care	Assisted living	50-99**
Castleton Banquet & Conference Center	Receptions & conferences	50-99**
George R Cairns & Sons Inc	Construction	50-99**
Fences Unlimited Inc	Home Improvement	50-99**
Class of Worker		
Private Wage and Salary Workers		5,893
Government Workers		649
Self-Employed		530

Source: NH Employment Security ELMIB, 2014

** Employee ranges 50-99 in the table above are what is reported by the NH Employment Security ELMIB for each of these businesses as the number of employees at any given time vary throughout the year.

* This data was obtained by Community Development Staff by calling the employers during October and November 2014.

Commuting

Table 16 shows the amount of total commuters traveling out of Windham and where they are traveling to. In 2010, Windham had a total of 5,510 commuters traveling out of Windham; 75% of these commuters are traveling as part of their daily commutes to work. The most common commute out of Windham is to Salem, NH second most common is to Boston and the third most common commute is to Manchester, NH. The mean travel time for commuters traveling to work is around 34 minutes.

Table 16: Commuting Out Of Town - 2010

	Total Commuters	% of Labor Force Commuting OOT	Most Common Commute To	2nd Most Common Commute To	3rd Most Common Commute To	Mean Travel Time to Work
Windham	5,510	75.12%	Salem	Boston, MA	Manchester	34.3

Source: U.S. Census 2010 MCD-to-MCD Worker Flow Files, State of New Hampshire, Residence MCD